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**FAKTOR PERAMAL PEMBELIAN SEBENAR PRODUK HERBA DI MALAYSIA:  
KESAN MODERATOR PERSEPSI MANFAAT DAN PERSEPSI RISIKO**



**SARINA ISMAIL**

**UUM**  
**Universiti Utara Malaysia**

**IJAZAH DOKTOR FALSAFAH  
UNIVERSITI UTARA MALAYSIA  
April 2016**

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KESAN MODERTOR PERSEPSI MANFAAT DAN PERSEPSI RISIKO**



Oleh

**SARINA ISMAIL**

**UUM**  
Universiti Utara Malaysia

**Tesis ini dikemukakan kepada  
Pusat Pengajian Pengurusan Perniagaan  
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bagi memenuhi keperluan Ijazah Doktor Falsafah**

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## ABSTRAK

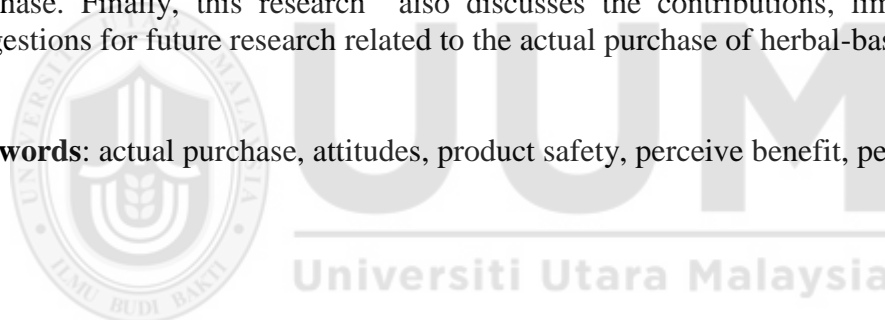
Penggunaan herba semakin mendapat tempat dalam kehidupan masyarakat moden pada masa ini dan sering digunakan sebagai perubatan alternatif. Peningkatan penggunaan ini adalah disebabkan oleh kesan dari perubahan cara hidup akibat proses modenisasi serta masalah kesihatan. Walaupun, penggunaan herba telah meningkat tetapi kajian berkaitan dengan pembelian sebenar produk berasaskan herba dilihat masih lagi kurang terutamanya dalam konteks di Malaysia. Lantaran itu, tujuan utama kajian ini adalah untuk mengenal pasti faktor-faktor di dalam mempengaruhi pembelian sebenar produk berasaskan herba. Bagi mencapai objektif kajian, satu model konseptual telah dicadangkan dengan menggunakan Teori Tingkah Laku Terancang (TPB) sebagai teori asas untuk menghuraikan hubungan di antara setiap pembolehubah yang terdapat dalam kajian ini. Sejumlah 576 borang soal selidik telah diedarkan di enam buah negeri dengan menggunakan kaedah *Mall Intercep*, tetapi hanya 473 sampel sahaja yang boleh digunakan untuk dianalisis. Proses menganalisis data kajian ini dilakukan dengan menggunakan kombinasi statistik deskriptif dan inferensi yang menggunakan perisian *Statistical Package for Social Science* (SPSS) dan SmartPLS. Hasil analisis menunjukkan bahawa terdapat 15 hipotesis yang signifikan dan menyokong dapatan kajian. Seperti yang dijangka, sikap, niat pembelian, keselamatan produk, dan pengaruh sosial berhubung secara signifikan dengan niat pembelian dan pembelian sebenar, manakala persepsi manfaat mempunyai kesan penyederhanaan yang signifikan di antara hubungan sikap dengan pembelian sebenar. Dapatan kajian ini menunjukkan bahawa niat pembelian juga merupakan perantara di antara hubungan sikap, pengaruh sosial, dan keselamatan produk dengan pembelian sebenar. Akhir sekali, kajian ini telah membincangkan sumbangan, batasan, dan cadangan untuk kajian masa hadapan yang berkaitan dengan pembelian sebenar produk berasaskan herba.

**Kata Kunci:** pembelian sebenar, sikap, keselamatan produk, persepsi manfaat, persepsi risiko

## ABSTRACT

The usage of herbal products has gained popularity in the modern society and is often used as an alternative medicine. The increased popularity of herbal is caused by the change in lifestyle due to modernization process and health problems. Even though there is an increased demand for herbal products, however, studies on actual purchase of herbal-based products are still insufficient, particularly in Malaysian context. Hence, this research is to identify factors that influence the actual purchase of herbal-based products. In order to achieve the objective, a conceptual model based on the Theory of Planned Behaviour was proposed to explain the relationships between variable in this research. A total of 576 questionnaires were distributed in six states using Mall Intercept, however only 473 usable responses were obtained and used for data analysis. Data in this study was analyzed through a combination of descriptive and inferential statistics using Statistical Package for Social Science (SPSS) and SmartPLS. The results reveal that 15 hypotheses are significant that support the finding. As expected, attitudes, purchase intention, product safety, and social influence are significantly related to the purchase intention and actual purchase, while perceived benefits moderate the relationship between attitudes and actual purchase. The results also show that intention mediates the relationship between attitude, social influence, product safety and actual purchase. Finally, this research also discusses the contributions, limitations and suggestions for future research related to the actual purchase of herbal-based products.

**Keywords:** actual purchase, attitudes, product safety, perceive benefit, perceived risk



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*Sarina Binti Ismail*



## **JADUAL KANDUNGAN**

<b>KEBENARAN MERUJUK</b>	ii
<b>PERMISSION TO USE</b>	iii
<b>ABSTRAK</b>	iv
<b>ABSTRACT</b>	v
<b>PENGHARGAAN</b>	vi
<b>JADUAL KANDUNGAN</b>	vii
<b>SENARAI JADUAL</b>	xiii
<b>SENARAI RAJAH</b>	xv
<b>SENARAI SINGKATAN</b>	xvi
<b>BAB 1 : PENGENALAN</b>	<b>1</b>
1.1 Latar Belakang Kajian	1
1.2 Pernyataan Masalah	3
1.3 Persoalan Kajian	6
1.4 Objektif Kajian	7
1.5 Kepentingan Kajian	8
1.6 Skop Kajian	10
1.7 Definisi Terma Rujukan	10
1.7.1 Produk Berasaskan Herba	11
1.7.2 Herba	11
1.7.3 Pembelian Sebenar	11
1.7.4 Niat Pembelian	11
1.7.5 Sikap Terhadap Produk Berasaskan Herba	12
1.7.6 Pengaruh Sosial	12
1.7.7 Keselamatan Produk	12
1.7.8 Kepercayaan terhadap Produk Berasaskan Herba	12
1.7.9 Kepercayaan Budaya	12
1.7.10 Kepercayaan terhadap Keselamatan Produk	13
1.7.11 Persepsi Risiko	13
1.7.12 Persepsi Manfaat	13

1.8	Susun Atur Kajian	13
<b>BAB 2 PERKEMBANGAN HERBA</b>		<b>16</b>
2.0	Pengenalan	16
2.1	Herba Dulu dan Kini	16
2.2	Herba dalam Dunia Perubatan	20
2.3	Industri Herba Global dan Tempatan	22
2.4	Kajian-kajian Lepas yang Berkaitan dengan Tingkah Laku Penggunaan Produk-produk Berasaskan Herba	25
<b>BAB 3 : SOROTAN LITERATUR</b>		<b>44</b>
3.0	Pengenalan	44
3.1	Pembelian Sebenar ( <i>Actual Buying</i> )	44
3.1.1	Niat Pembelian dan Pembelian Sebenar	46
3.1.2	Sikap dan Pembelian Sebenar	49
3.1.3	Norma Subjektif: Pengaruh Sosial dan Pembelian Sebenar	51
3.1.4	Persepsi Kawalan Tingkah Laku: Keselamatan Produk dan Pembelian Sebenar	52
3.2	Niat Pembelian ( <i>Buying Intention</i> )	54
3.2.1	Sikap dan Niat Pembelian	56
3.2.2	Pengaruh Sosial dan Niat Pembelian	57
3.2.3	Keselamatan Produk dan Niat Pembelian	59
3.2.4	Kepercayaan Budaya dan Niat Pembelian	61
3.3	Sikap terhadap Produk-produk Berasaskan Herba ( <i>Attitude</i> )	62
3.3.1	Kepercayaan dan Sikap	64
3.3.2	Pengaruh Sosial dan Sikap	65
3.3.3	Keselamatan Produk dan Sikap	66
3.4	Norma Subjektif ( <i>Norm</i> ): Pengaruh Sosial	67
3.4.1	Kepercayaan Budaya dan Pengaruh Sosial	70
3.5	Persepsi Kawalan Tingkah Laku ( <i>Perceived Behaviour Control</i> )	72
3.5.1	Keselamatan Produk	73
3.5.2	Kepercayaan terhadap Keselamatan Produk dan Keselamatan Produk	77
3.6	Konstruk Kepercayaan Tingkah Laku, Kepercayaan Normatif, dan Kepercayaan Kawalan	78
3.6.1	Kepercayaan Tingkah Laku: Kepercayaan terhadap Produk-produk Berasaskan Herba	78
3.6.2	Kepercayaan Normatif: Kepercayaan Budaya	80
3.6.3	Kepercayaan Kawalan: Kepercayaan Terhadap Keselamatan Produk	82
3.7	Niat Pembelian sebagai Perantara ( <i>Mediator</i> )	84
3.8	Persepsi Manfaat ( <i>Perceived Benefit</i> )	85

3.9	Persepsi Risiko ( <i>Perceived Risk</i> )	86
3.10	Peranan Persepsi Risiko dan Persepsi Manfaat Sebagai Moderator	88
3.11	Asas Teori Sokongan ( <i>Underlying Theory</i> )	91
3.11.1	Teori Tindakan Bersebab (TRA)	91
3.11.2	Teori Tingkah Laku Terancang (TPB)	92
3.11.3	Model Kepercayaan Kesihatan (HBM)	95
3.11.4	Tinjauan Kritis Terhadap Teori TRA, TPB dan HBM	97
3.11.5	Batasan TRA, TPB dan HBM	101
3.12	Kerangka Konseptual Kajian	103
3.13	Hipotesis Kajian	106
3.13.1	Hubungan Kepercayaan Budaya dengan Pengaruh Sosial	107
3.13.2	Hubungan Kepercayaan terhadap Produk-produk Berasaskan Herba dengan Sikap terhadap Produk-produk Berasaskan Herba	108
3.13.3	Hubungan Kepercayaan terhadap keselamatan produk terhadap Keselamatan Produk	109
3.13.4	Hubungan Pengaruh Sosial dengan Niat Pembelian	110
3.13.5	Hubungan Sikap terhadap Produk-produk Berasaskan Herba dengan Niat Pembelian	111
3.13.6	Hubungan Keselamatan Produk dengan Niat Pembelian	112
3.13.7	Hubungan Kepercayaan Budaya dengan Niat Pembelian	113
3.13.8	Hubungan Pengaruh Sosial dengan Pembelian Sebenar	114
3.13.9	Hubungan Sikap terhadap Produk-produk Berasaskan Herba dengan Pembelian Sebenar	115
3.13.10	Hubungan Keselamatan Produk dengan Pembelian Sebenar	117
3.13.11	Hubungan Niat Pembelian dengan Pembelian Sebenar	118
3.13.12	Hubungan Pengaruh Sosial dengan Sikap terhadap Produk-produk Berasaskan Herba	119
3.13.13	Hubungan Keselamatan Produk dengan Sikap terhadap Produk-produk Berasaskan Herba	120
3.13.14	Kesan Perantaraan Niat Pembelian	121
3.13.15	Peranan <i>Moderating</i> Persepsi Manfaat dan Persepsi Risiko	122
3.14	Ringkasan	125

## **BAB 4 METODOLOGI KAJIAN** **127**

4.0	Pengenalan	127
4.1	Reka Bentuk Kajian	127
4.2	Populasi Kajian	128
4.3	Teknik Pensampelan	129
4.4	Saiz Sampel dan Analisis Kuasa ( <i>Power Analysis</i> )	130
4.5	Kaedah Pengumpulan Data	133
4.6	Pembentukan Instrumen Kajian	134

4.7	Instrumen Kajian	135
4.7.1	Kepercayaan Terhadap Produk Berasaskan Herba	138
4.7.2	Kepercayaan Budaya	138
4.7.3	Kepercayaan terhadap Keselamatan Produk	139
4.7.4	Sikap Terhadap Produk Berasaskan Herba	140
4.7.5	Pengaruh Sosial	140
4.7.6	Keselamatan Produk	141
4.7.7	Niat Pembelian	142
4.7.8	Pembelian Sebenar	143
4.7.9	Persepsi Risiko	143
4.7.10	Persepsi Manfaat	144
4.8	Skala Pengukuran	145
4.9	Prauji Instrumen Kajian	145
4.10	Prosedur Pengumpulan Data	146
4.11	Teknik Penganalisan Data	147
4.12	Kajian Rintis	148
4.13	Ringkasan	151
<b>BAB 5</b>	<b>: DAPATAN KAJIAN</b>	<b>152</b>
5.0	Pengenalan	152
5.1	Kadar Sambutan	152
5.2	Pengimbasan Data dan Analisis Permulaan	153
5.3	Pentaksiran <i>Outliers</i>	154
5.4	Ujian Normaliti ( <i>Normality Test</i> )	155
5.5	Ujian Multikolinearan ( <i>Multicollinearity Test</i> )	156
5.6	Ujian Common Method Variance	158
5.7	Profil Demografi Responden	159
5.8	Maklumat Pembelian Responden	162
5.9	Analisis Deskriptif Pembolehubah Pendam	169
5.10	Penilaian Model Laluan PLS-SEM	170
5.11	Penilaian Keputusan PLS-SEM Model Pengukuran	171
5.11.1	Kebolehpercayaan Item Individu	172
5.11.2	Kebolehpercayaan Ketekalan Dalaman ( <i>Internal Consistency Reliability</i> )	173
5.11.3	Kesahan Konvergen ( <i>Convergent Validity</i> )	175
5.11.4	Kesahan Diskriminan ( <i>Discriminant Validity</i> )	175
5.12	Penilaian Keputusan PLS-SEM Model Struktural	178
5.12.1	Penilaian Varians Pembolehubah Endogenus	182
5.12.2	Penilaian Kesan Saiz ( <i>Effect Size</i> ) ( $f^2$ )	183
5.12.3	Penilaian Ramalan Kerelevanan	185

5.12.4	Pengujian Perantaraan ( <i>Mediation</i> )	186
5.12.5	Pengujian Penyederhana ( <i>Moderation</i> )	188
5.12.6	Penentuan Kekuatan Kesan Penyederhana	191
5.13	Ringkasan Dapatan	192
5.14	Ringkasan	193
<b>BAB 6</b>	<b>PERBINCANGAN DAN CADANGAN</b>	<b>194</b>
6.0	Pengenalan	194
6.1	Perbincangan dan Dapatan Kajian	194
6.2	Persoalan Kajian Pertama	195
6.2.1	Pengaruh Kepercayaan Budaya ke atas Pengaruh Sosial (H1)	196
6.2.2	Pengaruh Kepercayaan terhadap Produk-produk Berasaskan Herba dan Sikap terhadap Produk-produk Berasaskan Herba (H2)	197
6.2.3	Kepercayaan terhadap Keselamatan Produk dan Keselamatan Produk (H3)	198
6.3	Persoalan Kajian yang Kedua dan Ketiga	199
6.3.1	Pengaruh Sosial akan Mempengaruhi Niat Pembelian (H4) dan Pembelian Sebenar Produk-produk Berasaskan Herba (H8)	200
6.3.2	Kesan Sikap terhadap Produk-produk Berasaskan Herba ke atas Niat Pembelian (H5) dan Pembelian Sebenar (H9)	203
6.3.3	Pengaruh Keselamatan Produk ke atas Niat Pembelian (H6) dan Pembelian Sebenar (H10)	207
6.3.4	Pengaruh Kepercayaan Budaya ke atas Niat Pembelian (H7)	209
6.3.5	Kesan Niat Pembelian ke atas Pembelian Sebenar (H11)	211
6.4	Persoalan Kajian yang Keempat	212
6.4.1	Pengaruh Sosial ke atas Sikap terhadap Produk-produk Berasaskan Herba (H12)	213
6.4.2	Kesan Keselamatan Produk ke atas Sikap terhadap Produk-produk Berasaskan Herba (H13)	214
6.5	Persoalan Kajian yang Kelima	216
6.6	Persoalan Kajian yang Keenam	217
6.7	Sumbangan Kajian	219
6.7.1	Sumbangan Literatur	220
6.7.2	Sumbangan Praktikal	221
6.8	Batasan dan Cadangan Kajian Akan Datang	223
6.9	Kesimpulan	224
<b>RUJUKAN</b>		<b>226</b>
<b>LAMPIRAN</b>		<b>305</b>
<b>LAMPIRAN A : INSTRUMEN KAJIAN</b>		<b>305</b>

LAMPIRAN B : HISTOGRAM	310
LAMPIRAN C : DAPATAN MODEL PENGUKURAN	315
LAMPIRAN D : DAPATAN PROSEDUR BLINDFOLDING	316



## SENARAI JADUAL

No Jadual		Muka Surat
Jadual 2.1	<i>Spesies Tumbuhan dan Tumbuhan Perubatan</i>	21
Jadual 2.2	<i>Nilai Pasaran Produk-produk Berasaskan Herba Dunia</i>	22
Jadual 2.3	<i>Nilai Jualan Produk-produk Berasaskan Herba/Tradisional di Malaysia</i>	24
Jadual 2.4	<i>Ringkasan Literatur bagi Tingkah Laku Penggunaan Produk-produk Berasaskan Herba</i>	36
Jadual 2.5	<i>Ringkasan Kajian Lepas yang Dilakukan Mengikut Negeri</i>	42
Jadual 3.1	<i>Perbandingan antara Teori</i>	98
Jadual 3.2	<i>Ringkasan Hipotesis</i>	124
Jadual 4.1	<i>Populasi kajian</i>	129
Jadual 4.2	<i>Saiz Sample Kajian</i>	131
Jadual 4.3	<i>Senarai Pasar Raya Mengikut Enam buah Ibu Negeri</i>	134
Jadual 4.4	<i>Taburan Item Soal Selidik</i>	136
Jadual 4.5	<i>Item dan Sumber Pengukuran Kepercayaan Terhadap Produk Berasaskan Herba</i>	138
Jadual 4.6	<i>Item dan Sumber Pengukuran Kepercayaan Budaya</i>	139
Jadual 4.7	<i>Item dan Sumber Pengukuran Kepercayaan terhadap Keselamatan Produk</i>	139
Jadual 4.8	<i>Item dan Sumber Pengukuran Sikap</i>	140
Jadual 4.9	<i>Item dan Sumber Pengukuran Pengaruh Sosial</i>	141
Jadual 4.10	<i>Item dan Sumber Pengukuran Keselamatan Produk</i>	142
Jadual 4.11	<i>Item dan Sumber Pengukuran Niat Pembelian</i>	142
Jadual 4.12	<i>Item dan Sumber Pengukuran Pembelian Sebenar</i>	143
Jadual 4.13	<i>Item dan Sumber Pengukuran Persepsi Risiko</i>	144
Jadual 4.14	<i>Item dan Sumber Pengukuran Persepsi Manfaat</i>	144
Jadual 4.15	<i>Konstruk Kebolehppercayaan dan Kesahan (n=50)</i>	149
Jadual 4.16	<i>Kolerasi Pembolehubah Pendam (Latent Variable Correlations)</i>	150
Jadual 5.1	<i>Kadar Sambutan Borang Soal Selidik</i>	153
Jadual 5.2	<i>Matriks Korelasi Pembolehubah Pendam Eksogenus</i>	157
Jadual 5.3	<i>Nilai Toleransi (Tolerance Value) dan Variance Inflated Factor (VIF)</i>	158
Jadual 5.4	<i>Deskriptif Profil Demografi Responden (n=473)</i>	160
Jadual 5.5	<i>Deskriptif Maklumat Pembelian Responden</i>	162
Jadual 5.6	<i>Statistik Deskriptif Pembolehubah Pendam</i>	169
Jadual 5.7	<i>Standardized Loading, Kebolehppercayaan Komposit, dan Average Variance Extracted</i>	173
Jadual 5.8	<i>Korelasi Pembolehubah Pendam dan Punca Kuasa Dua Average Variance Extracted</i>	176
Jadual 5.9	<i>Jadual Muatan Silang (Cross Loading)</i>	177
Jadual 5.10	<i>Model Struktural Perantaraan dan Pembolehubah Sederhana (Model Keseluruhan)</i>	181
Jadual 5.11	<i>Variance Explained dalam Pembolehubah Pendam Endogenus</i>	183
Jadual 5.12	<i>Kesan saiz Pembolehubah Pendam Menurut Cadangan Cohen (1988)</i>	184
Jadual 5.13	<i>Konstruk Cross-Validated Redundancy</i>	185
Jadual 5.14	<i>Dapatan Analisis Hubungan Perantaraan</i>	188

Jadual 5.15	<i>Kekuatan Kesan Penyederhana</i>	192
Jadual 5.16	<i>Ringkasan Dapatan</i>	192





## SENARAI RAJAH

No Rajah		Muka Surat
Rajah 3.1	<i>Teori Tindakan Bersebab (TRA)- Fishbein &amp; Ajzen (1975)</i>	92
Rajah 3.2	<i>Teori Tingkah Laku Terancang (TPB)-Ajzen (1991)</i>	93
Rajah 3.3	<i>Teori Tingkah Laku Terancang (TPB) – Ajzen (2005b)</i>	94
Rajah 3.4	<i>Model Kepercayaan Kesihatan (HBM)- Rosenstock, Strecher, &amp; Becker (1994)</i>	95
Rajah 3.5	<i>Kerangka Konseptual Kajian</i>	105
Rajah 4.1	<i>Dapatan Priori Analisis Kuasa</i>	132
Rajah 4.2	<i>Aliran Proses</i>	137
Rajah 5.1	<i>Plot Histogram dan Kebarangkalian Normal</i>	156
Rajah 5.2	<i>Pendekatan Dua Langkah Penilaian Model Laluan PLS</i>	171
Rajah 5.3	<i>Model Pengukuran</i>	172
Rajah 5.4	<i>Model Struktural, Pengantaraan dan Pembolehubah Sederhana (Model Keseluruhan)</i>	179
Rajah 5.5	<i>Interaction Effect Sikap dan Persepsi Manfaat ke atas Belian Sebenar</i>	190
Rajah 5.6	<i>Interaction Effect Sikap dan Persepsi Risiko ke atas Belian Sebenar</i>	191



## SENARAI SINGKATAN

A	<i>Attitude</i>
ANOVA	<i>Analysis of Variance</i>
AVE	<i>Average Variance Extracted</i>
BI	<i>Buying Intention</i>
BPFK	Biro Pengawalan Farmaseutikal Kebangsaan
CAM	Perubatan Pelengkap dan Alternatif ( <i>Complementary Alternative Medicine</i> )
CMV	<i>Common Method Variance</i>
CR	Pekali kebolehppercayaan komposit ( <i>Composite Realibility</i> )
ECER	Wilayah Ekonomi Pantai Timur ( <i>East Cost Economic Region</i> )
ETP	Program Transformasi Ekonomi ( <i>Economic Transformation Programme</i> )
FRIM	<i>Forest Research Institute Malaysia</i>
GoF	<i>Goodness-of-fit</i>
GTP	Program Trasformasi Kerajaan ( <i>Government Transformation Programme</i> )
HBM	Model Kepercayaan Kesihatan ( <i>Health Belief Model</i> )
IBM	<i>International Business Machines Corporation</i>
M	<i>Mean</i>
NEM	Model Ekonomi Baru ( <i>New Economic Model</i> )
NKEA	Bidang Ekonomi Utama Negara ( <i>National Key Economic Areas</i> )
PCB	<i>Perceived Behaviour Control</i>
PLS-SEM	<i>Partial Least Square- Structural Equation Model</i>
RMKe10	Rancangan Malaysia ke-10
S.A.W	Sallallahuaihiwasallam
SAS	<i>Statistical Analysis Software</i>
SBM	Sekolah Pengurusan Perniagaan
SD	<i>Standard Deviation</i>
SEM	Pemodelan Persamaan Struktur ( <i>Structural Equation Modelling</i> )
SM	Sebelum Masihi
SmartPLS	<i>Smart Partial Least Squares-SmartPLS</i>
SN	<i>Subjective Norm</i>
SPSS	<i>Statistical Package for the Social Sciences</i>
TPB	Teori Tingkah Laku Terancang ( <i>Theory Planned Behaviour</i> )
TRA	Teori Tindakan Bersebab ( <i>Theory Reason Action</i> )
UUM	Universiti Utara Malaysia
VIF	Faktor Inflasi Varian ( <i>Variance Inflated Factor</i> )
WHO	<i>World Health Organization</i>

## **BAB 1**

### **PENGENALAN**

#### **1.1 Latar Belakang Kajian**

Penggunaan herba telah digunakan di serata dunia sejak beribu-ribu tahun yang lalu, di mana sejumlah 80% atau 4 bilion penduduk dunia didapati menggunakan herba sebagai perubatan alternatif (Hasan *et al.*, 2010; Pertubuhan Kesihatan Dunia, 2011). Peningkatan penggunaan herba adalah disebabkan oleh perubahan gaya hidup akibat dari proses modenisasi dan masalah kesihatan (Gupta, 2014; Khan, Hassali, & Al-Haddad, 2011; Rezai, Teng, Mohamed, & Shamsudin, 2012). Di samping itu terdapat beberapa faktor lain yang mempengaruhi penggunaan herba seperti faktor mudah didapati, murah, rawatan sendiri, selamat digunakan, menjadi sebahagian daripada budaya serta kepercayaan dan pengetahuan pengguna (Hassali, Khan, Shafie, & Nazir, 2009; Kara, 2009; Mazhar, Harkin, Foster, & Harris, 2016; Raghavendra *et al.*, 2009). Banyak kajian telah membuktikan bahawa pengguna yang mengambil berat tentang kesihatan akan berusaha untuk mengekalkan kehidupan yang sihat dengan menggunakan produk-produk yang boleh memberikan manfaat kepada kesihatan mereka (Kim & Chung, 2011; Newsom, McFarland, Kaplan, Huguet, & Zani, 2005). Lantaran kesedaran orang ramai terhadap penggunaan herba dan juga sebagai penjagaan kesihatan serta perubatan alternatif, nilai pasaran global produk-produk berasaskan herba telah mencatat hasil sebanyak USD29.3 juta pada tahun 2010 dan nilai tersebut telah meningkat kepada USD35.7 juta pada tahun 2015 (Euromonitor International, 2016).

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